

Survey of Metro Atlanta Registered Voters Regarding Transportation Issues

March 13-24, 2008

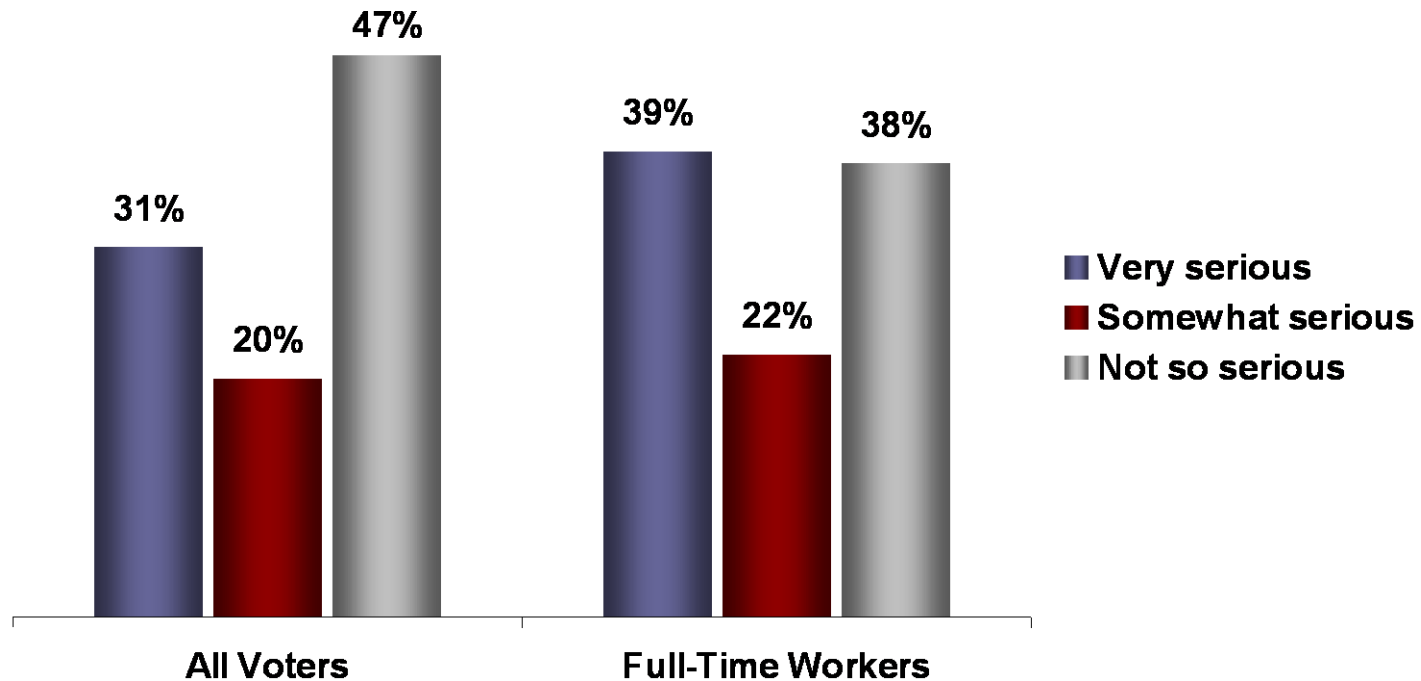
Methodology

- 4123 total interviews weighted to 1784 respondents to reflect county proportions in metro Atlanta
- By gender, 45 percent male and 55 percent female
- By race, 58 percent white, 33 percent African American, 5 percent other, and 4 percent unknown
- Margin of error +/-2.32

View of Regional Traffic Congestion

Traffic congestion is a very serious problem for nearly one-third of metro Atlanta voters, including two-fifths of those who work full-time.

Traffic congestion is a real problem for some people in metro Atlanta, while it is not such a problem for others. How about you? Is traffic congestion during weekday rush hours a very serious, somewhat serious, or not so serious problem for you?



Seriousness of traffic varies significantly by county.

Traffic congestion is a real problem for some people in metro Atlanta, while it is not such a problem for others. How about you? Is traffic congestion during weekday rush hours a very serious, somewhat serious, or not so serious problem for you?

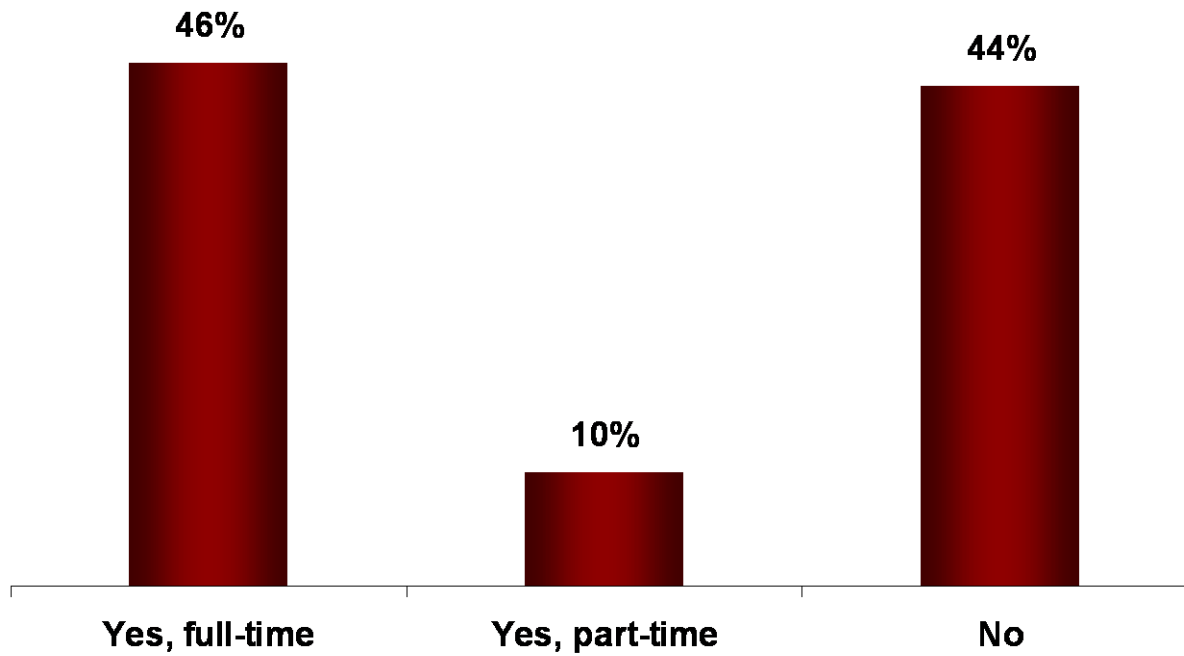
Ranked by “Very Serious”

Gwinnett	Henry	Fulton	Rockdale	Cherokee	DeKalb
39%	39%	34%	33%	32%	31%
Douglas	Cobb	Clayton	Atlanta	Fayette	Spalding
30%	29%	29%	24%	21%	19%

Commuting Habits

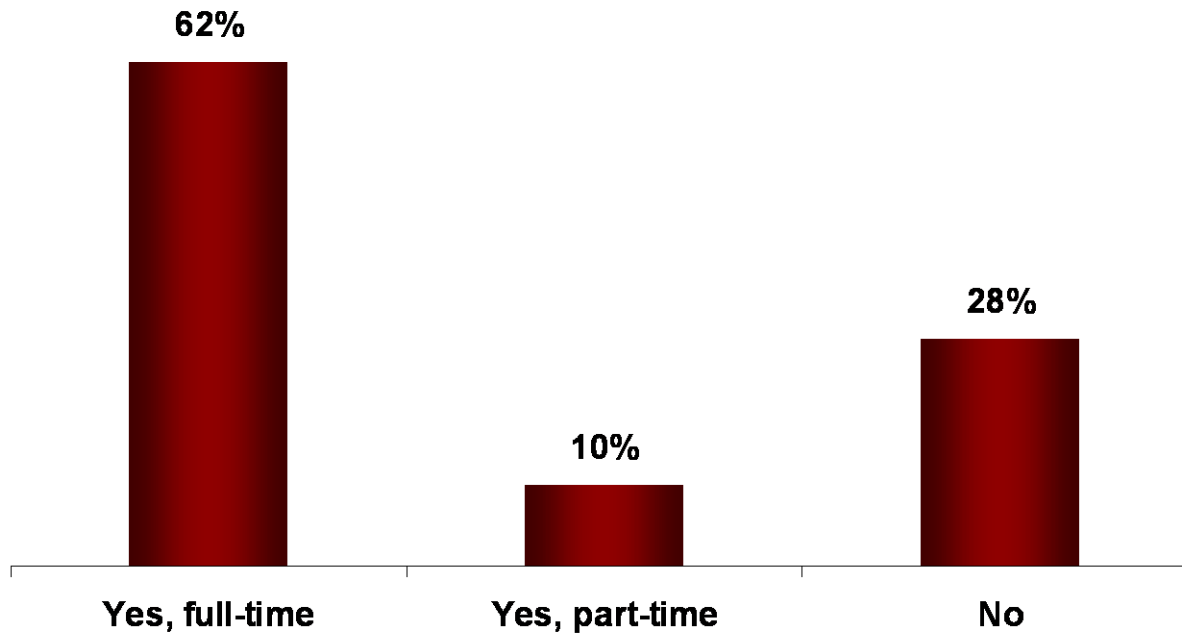
Over half of metro Atlanta voters work full-time or part-time...

Do you have a full-time or part-time job outside of your home?



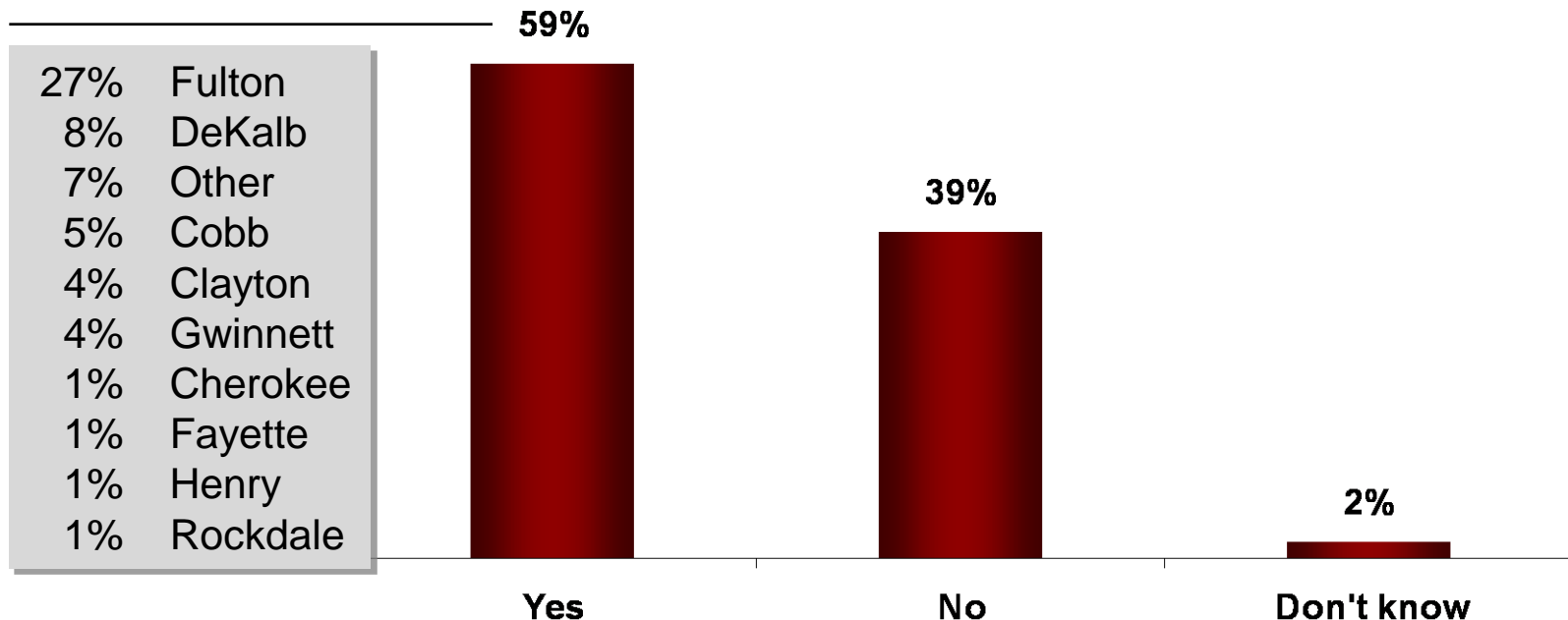
...including nearly three-fourths of non-seniors.

Do you have a full-time or part-time job outside of your home?



Most voters commute outside of their home county, with Fulton being the most common destination.

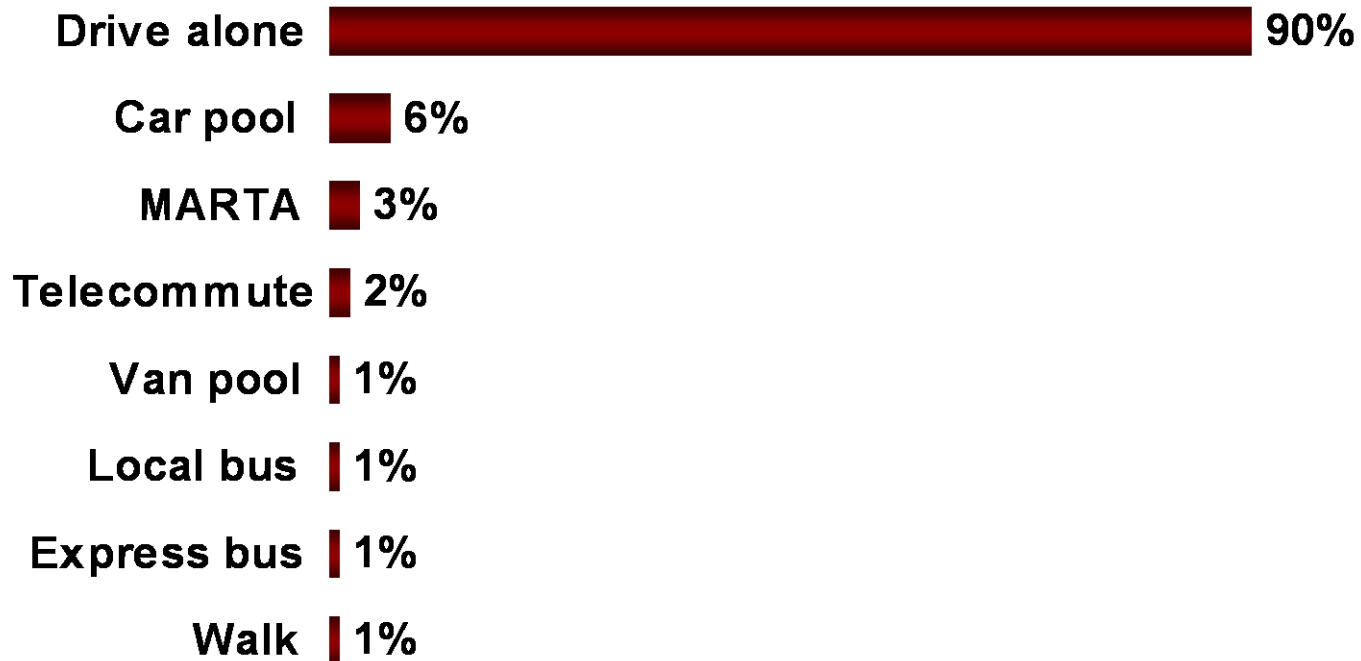
Do you travel outside of your home county to get to your workplace? IF YES, ASK: To which county do you travel for work?



Note: Results are based on 1006 respondents

Nearly all metro Atlanta commuters get to work by driving in their own cars, by themselves.

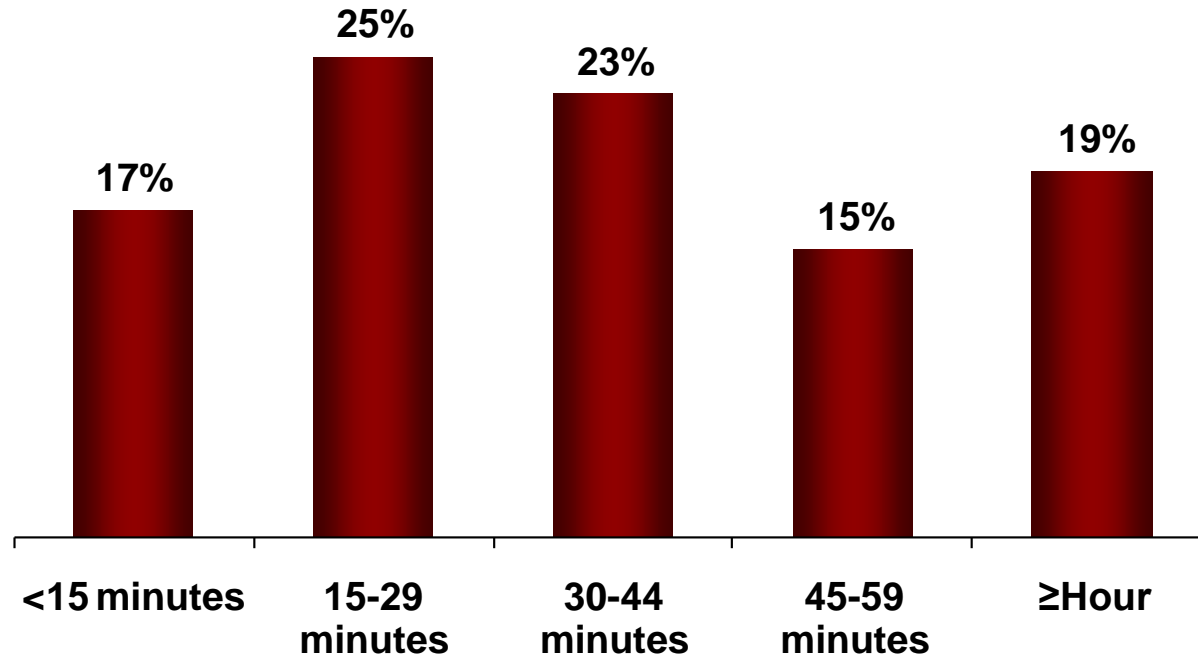
Which of the following best describe how you usually get to work -- drive in a car alone, drive with others in a car pool, drive with others in a van pool, ride a local bus or shuttle, ride an express bus, ride a MARTA train, ride a motorcycle, bike, walk, or telecommute?



Note: Results are based on 1006 respondents | Multiple responses were accepted

Over half of commuters spend at least half an hour getting home from work, with a fifth spending an hour or more.

On a typical day, about how long does it take you to get home from work?

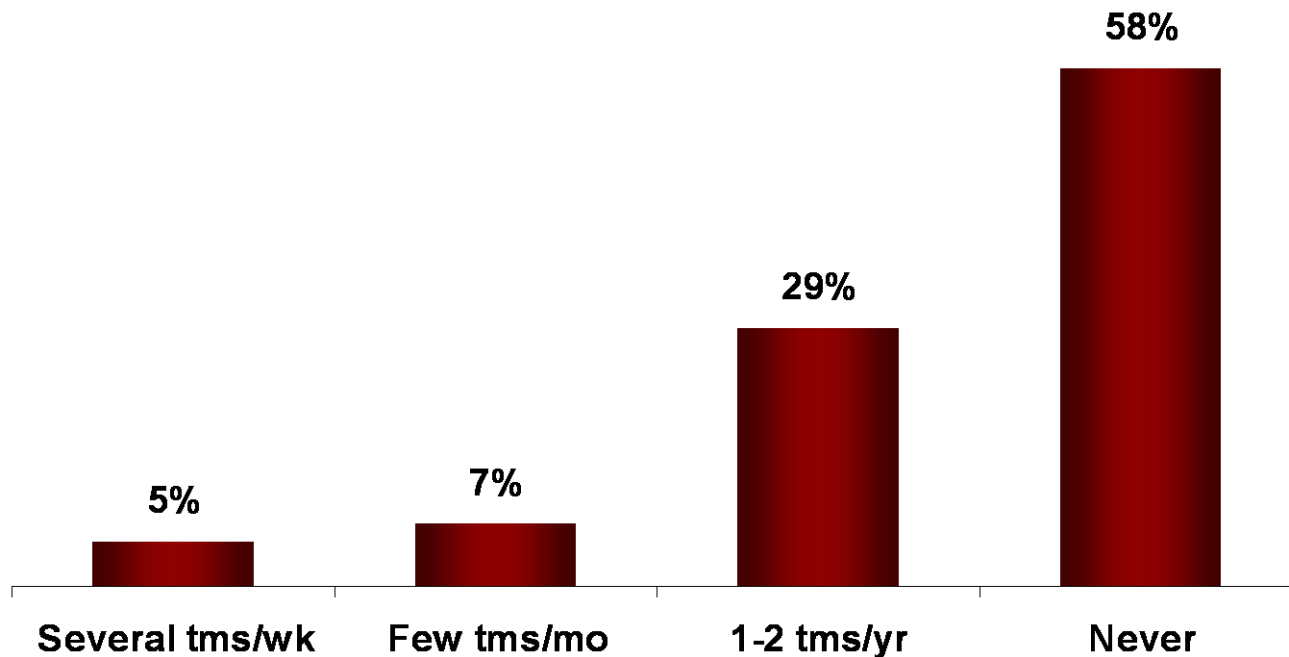


Note: Results are based on 1006 respondents

Use and Views of Public Transportation

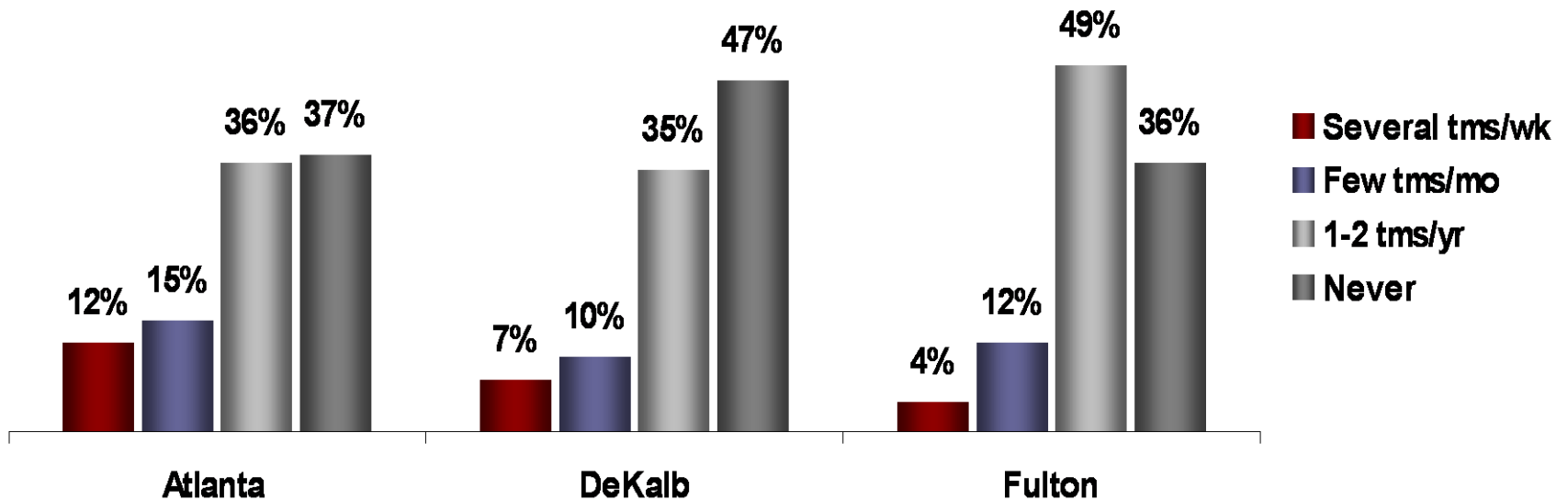
Twelve percent of metro Atlanta voters use public transportation on a regular basis...

How often have you used public transportation in the metro Atlanta area during the last year -- several times a week, a few times a month, once or twice during the year, or never?



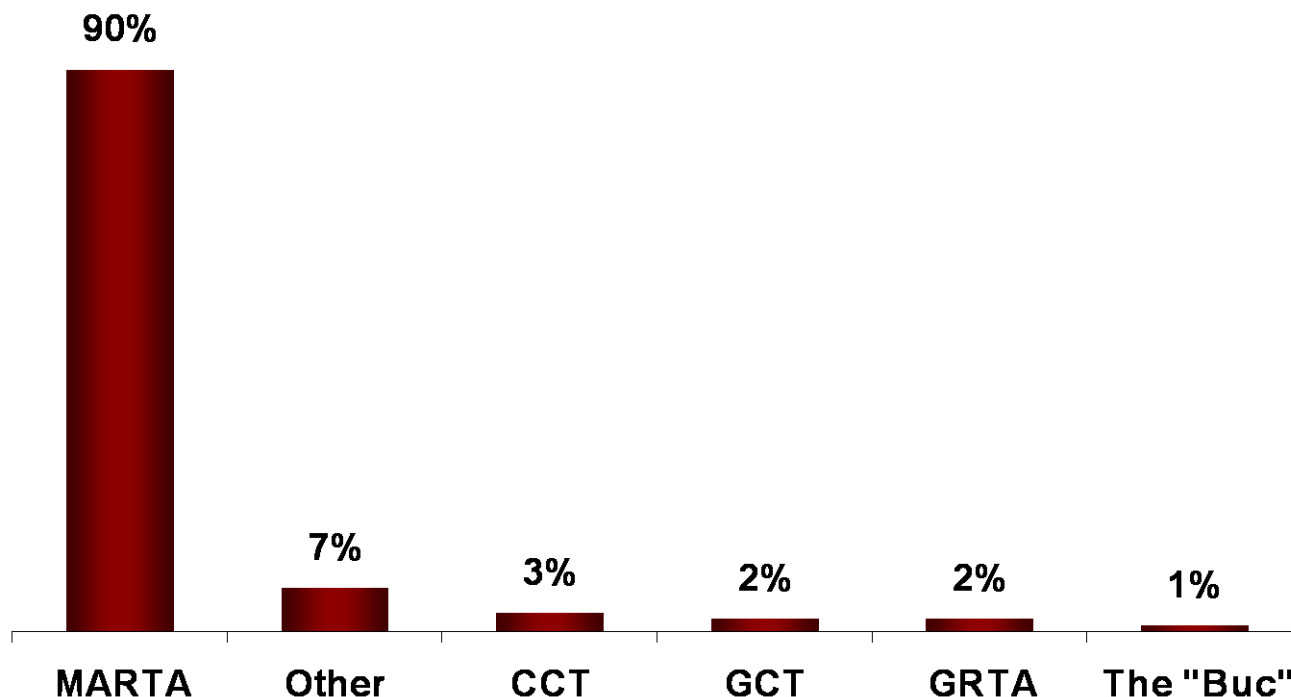
...with Atlanta residents being the most frequent users.

How often have you used public transportation in the metro Atlanta area during the last year -- several times a week, a few times a month, once or twice during the year, or never?



MARTA is, by far, the most-used public transportation system in the region...

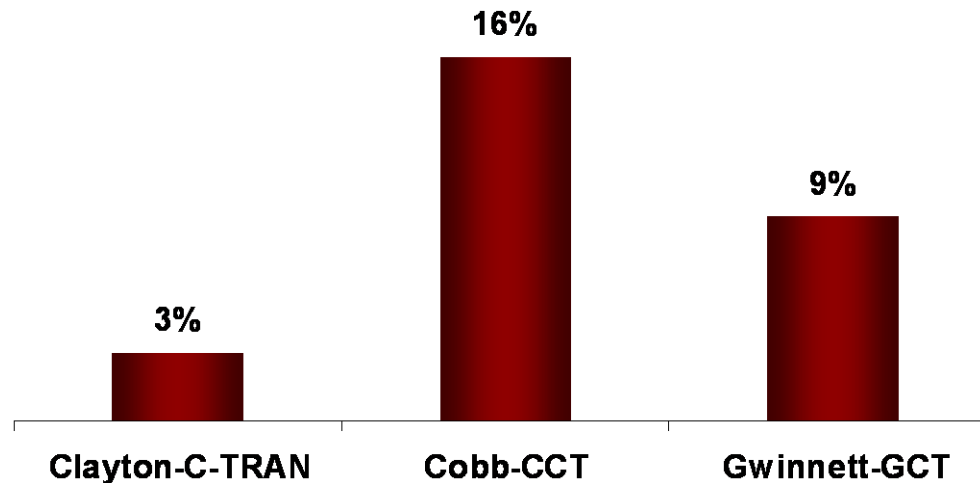
Which public transportation systems in metro Atlanta have you used in the last year?



Note: Results are based on 738 respondents | Multiple responses were accepted

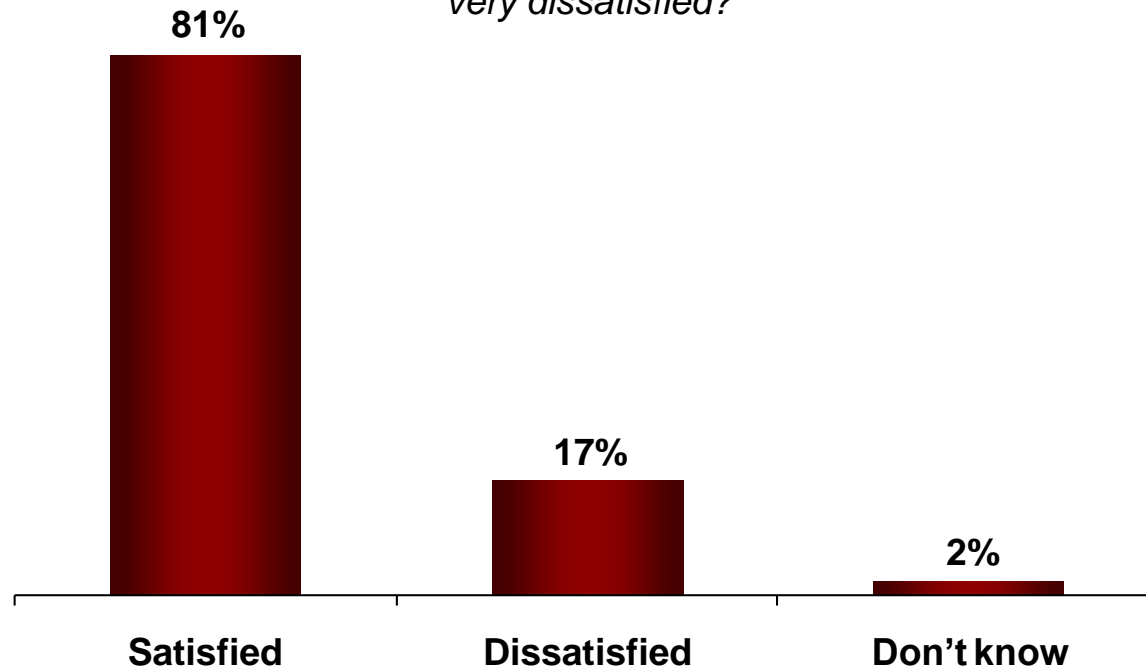
...with Cobb having the most heavily-used county system.

Which public transportation systems in metro Atlanta have you used in the last year?



People who have used public transportation in the last year are satisfied with the experience...

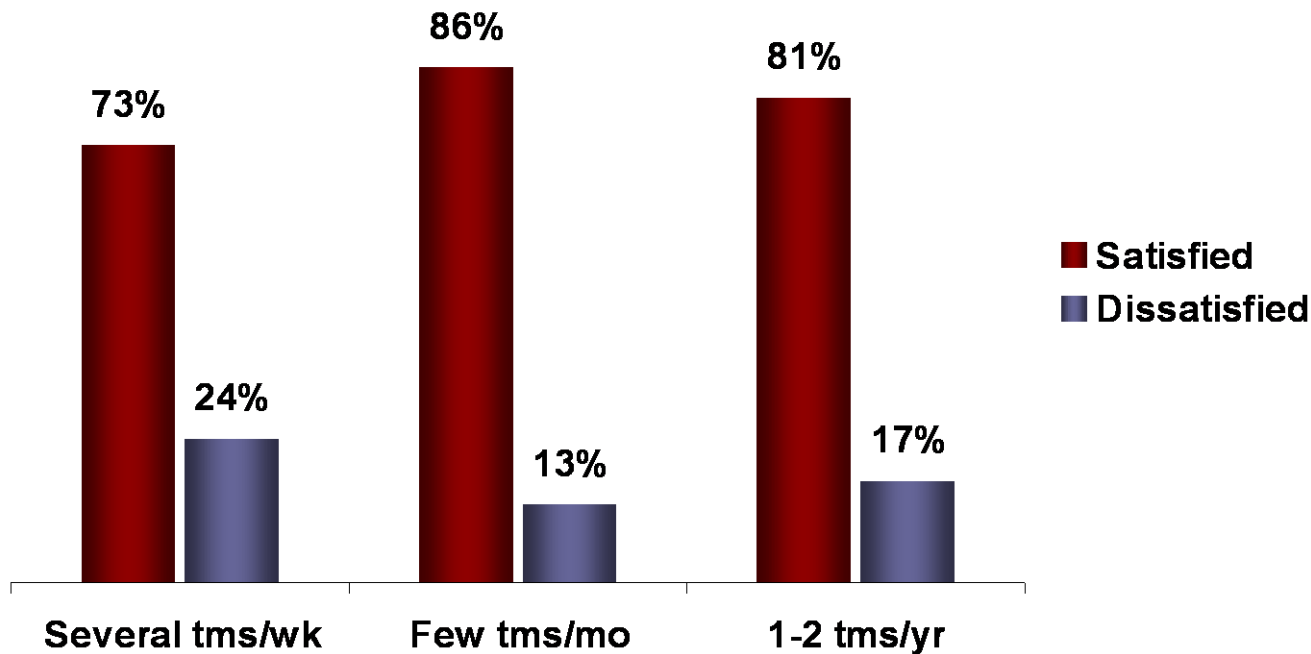
Overall, how would you rate your satisfaction with the public transportation systems you've used in the metro Atlanta area -- very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?



Note: Results are based on 738 respondents

...with satisfaction being somewhat higher among less-frequent riders.

Overall, how would you rate your satisfaction with the public transportation systems you've used in the metro Atlanta area -- very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?



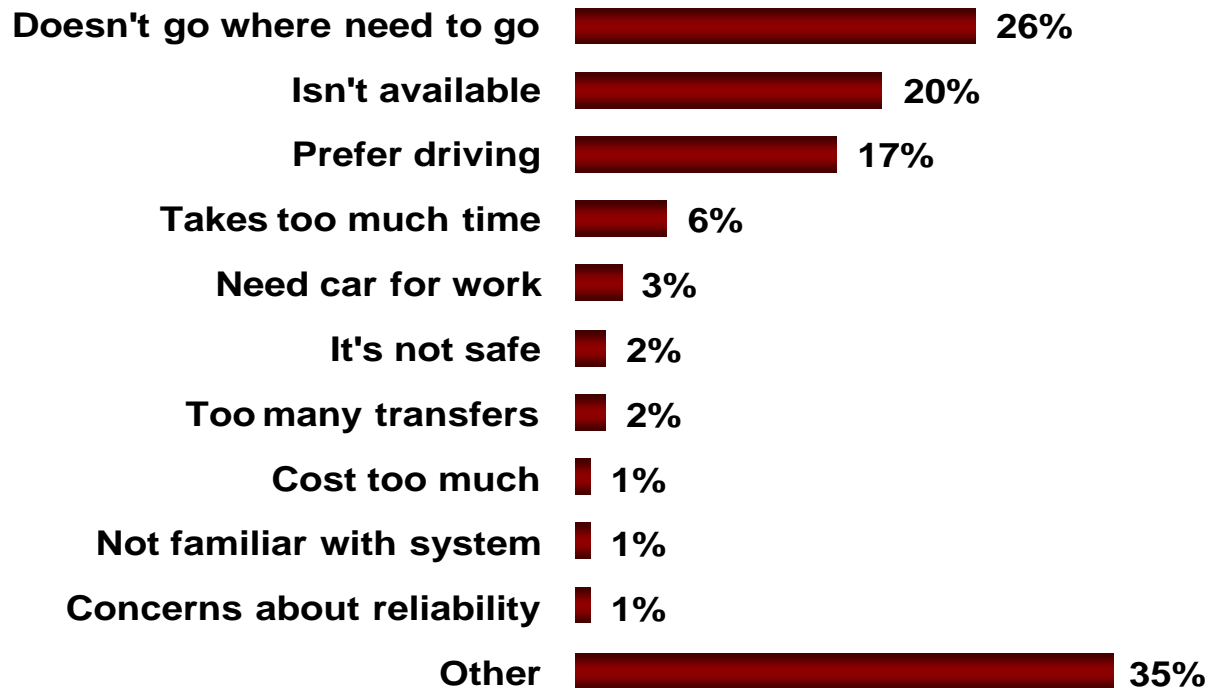
Coverage issues are the most common complaints among people who were dissatisfied with their experience.

Why do you say you were dissatisfied?

<u>No. of Mentions</u>	Double-Digit Mentions
30 (18%)	Lack of coverage
15 (9%)	Doesn't go where I want to go
14 (8%)	Long wait time
13 (8%)	Schedules
12 (7%)	General inconvenience
10 (6%)	Dirty

Limited availability is the primary reason for voters' infrequent use of public transportation.

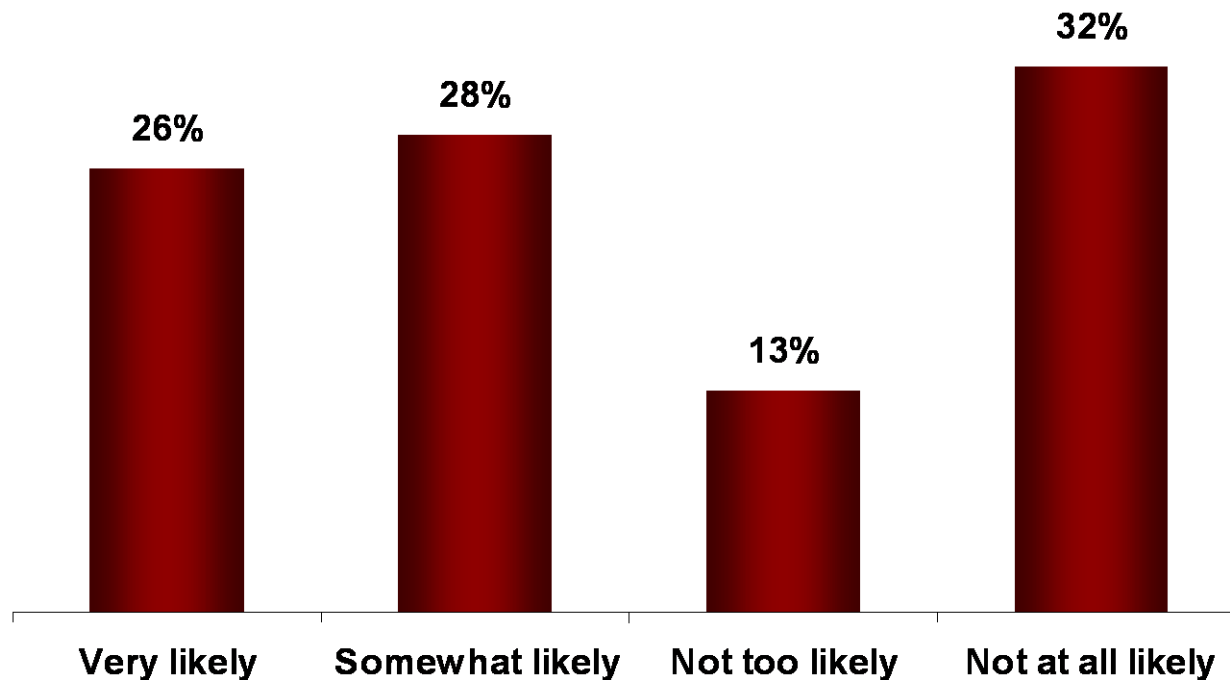
What is the primary reason you don't use public transportation more frequently in metro Atlanta?



Note: Results are based on 1691 respondents | Multiple responses were accepted

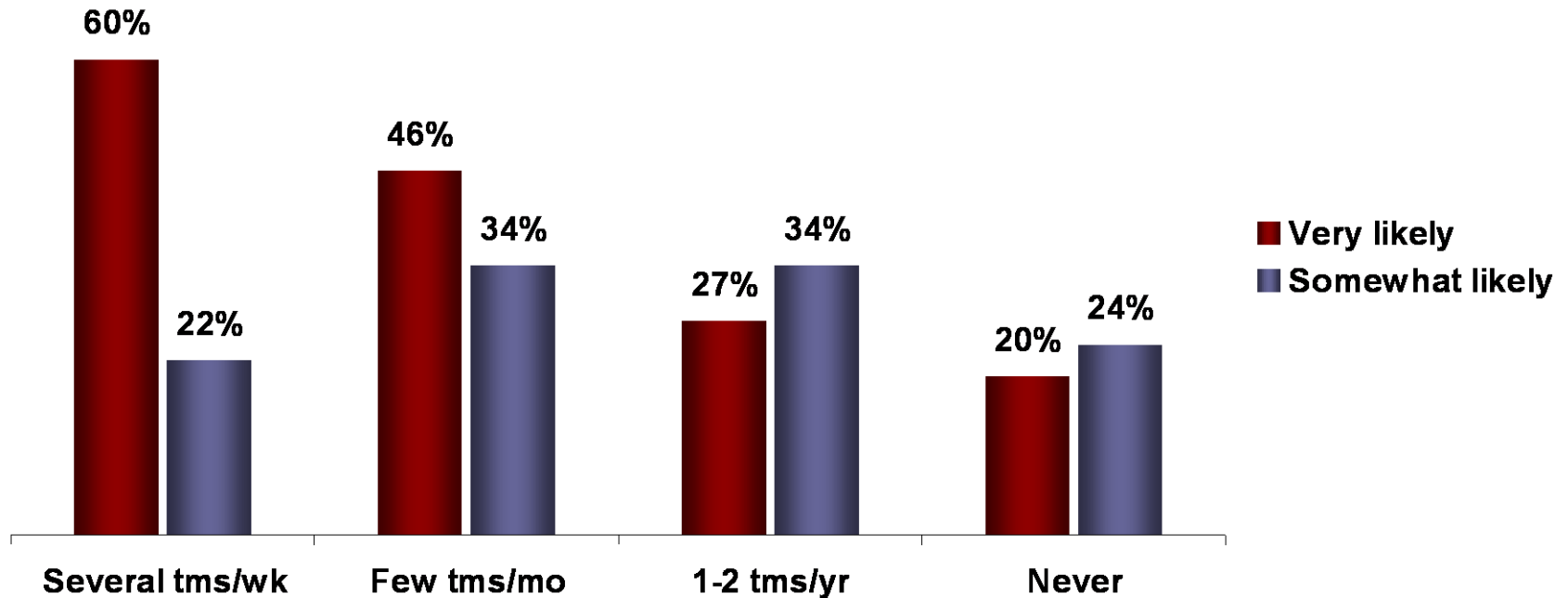
People would be significantly more likely to use public transportation if it was convenient...

Suppose there was public transportation within 15 minutes of your home, and would take you within a 10-minute walk of your final destination. In that situation, would you be very likely, somewhat likely, not too likely, or not at all likely to use public transportation for your trip?



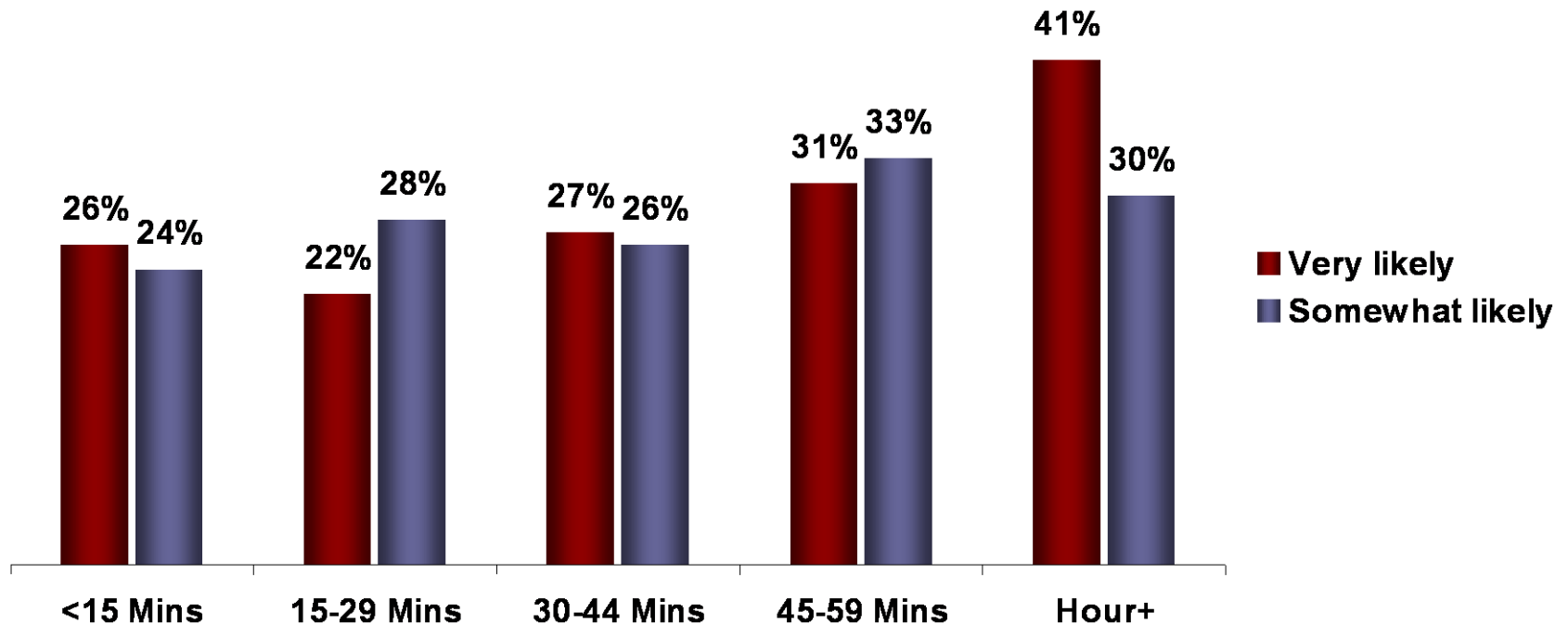
*...including a good number of people who rarely
or never use it now...*

Suppose there was public transportation within 15 minutes of your home, and would take you within a 10-minute walk of your final destination. In that situation, would you be very likely, somewhat likely, not too likely, or not at all likely to use public transportation for your trip?



...and large majorities of voters with the longest commutes.

Suppose there was public transportation within 15 minutes of your home, and would take you within a 10-minute walk of your final destination. In that situation, would you be very likely, somewhat likely, not too likely, or not at all likely to use public transportation for your trip?



These percentages represent large numbers of actual commuters who would be more likely to use public transportation.

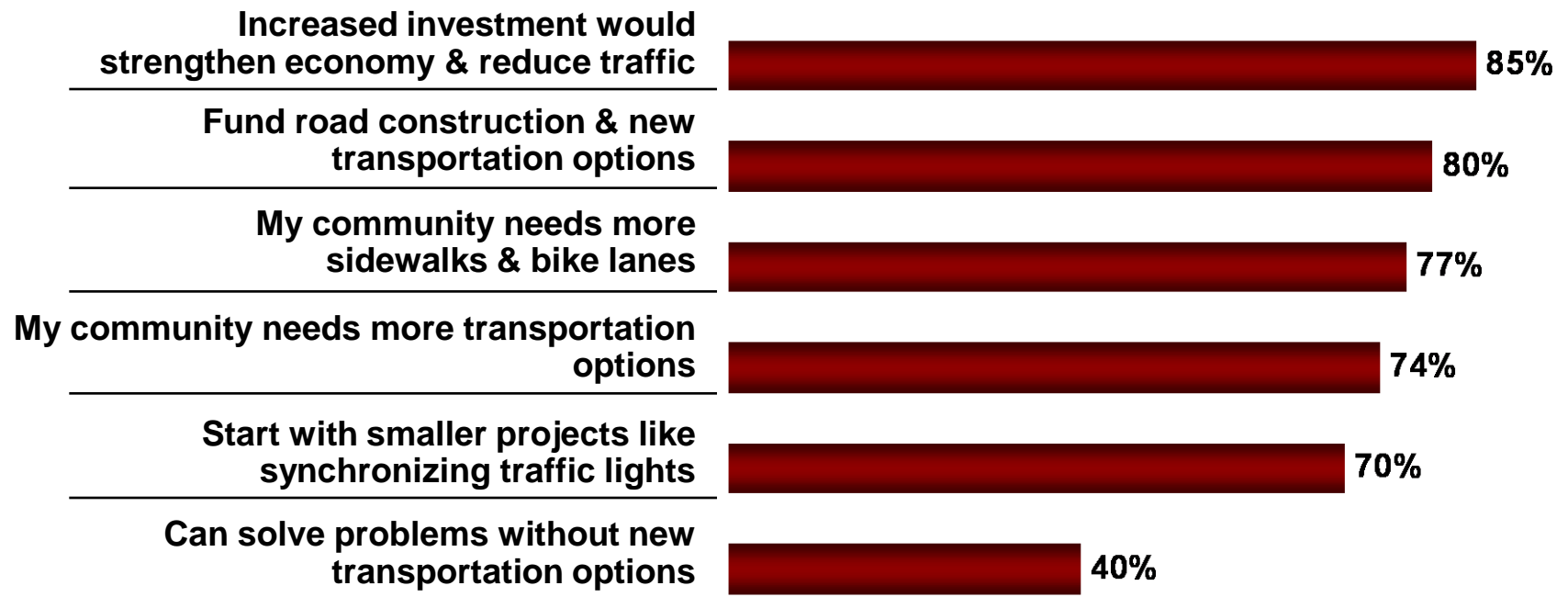
- All voters: 1,111,000
(very: 535k, somewhat: 576k)
- Voters who use transit once or twice a year, or never: 890,000
(very: 400k, somewhat: 490k)
- Voters with an hour-plus commute: 161,000
(very: 93k, somewhat: 68k)

Transportation Options

Voters overwhelmingly agree with the statements about the benefits of, and need for, increased public transportation options.

Now I would like to read you several statements about new transportation options in metro Atlanta. For each one, please tell me if you agree or disagree with that statement:

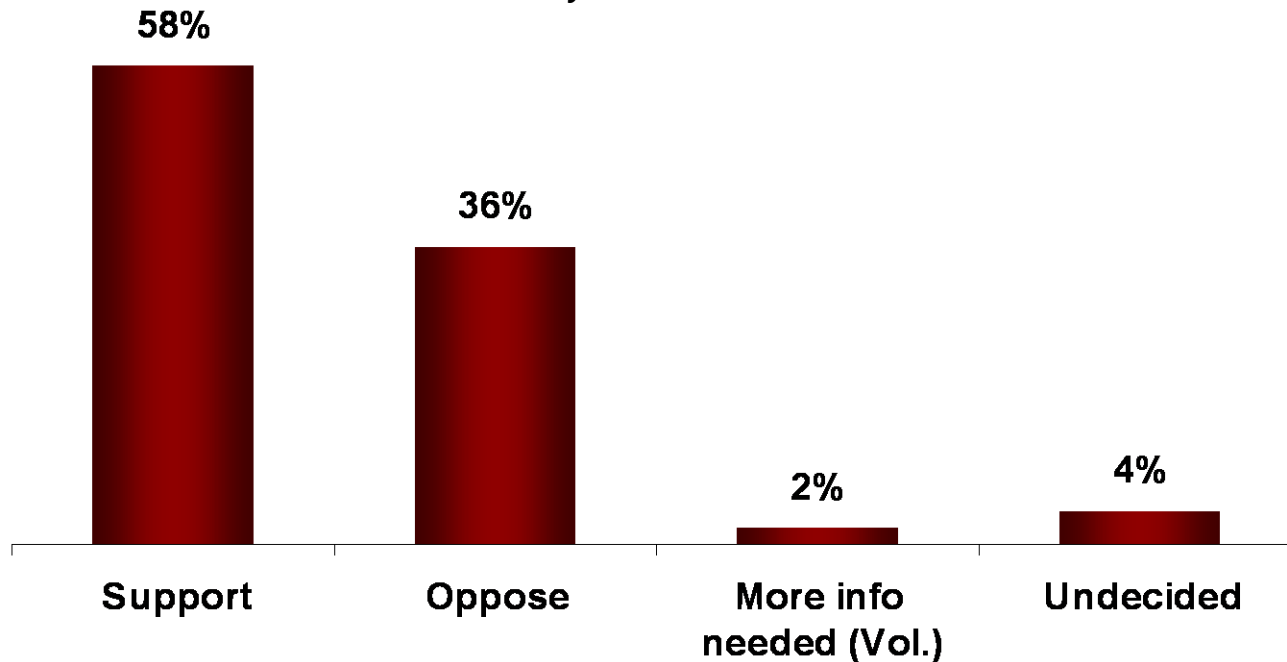
Ranked by Percent “Agree”



Funding Issues

A solid majority of voters supports a regional sales tax for transportation funding...

Some people have proposed having a regional referendum in metro Atlanta to fund a specific list of transportation projects, including rail and bus service. Would you support or oppose a sales tax of one cent per dollar for the region, which would end after a specified time period unless renewed by voters in another election?



...including support among voters of every gender, race, age, and income level.

Some people have proposed having a regional referendum in metro Atlanta to fund a specific list of transportation projects, including rail and bus service. Would you support or oppose a sales tax of one cent per dollar for the region, which would end after a specified time period unless renewed by voters in another election?

	Gender		Race			Age Group				Income Group			
	Men	Women	White	Af-Am	Other	18-34	35-49	50-64	65+	\$30K	\$30K-\$50K	\$50K-\$100K	\$100K+
Support	59%	56%	55%	62%	61%	64%	64%	58%	49%	52%	59%	64%	67%
Oppose	37%	35%	39%	31%	31%	31%	31%	37%	42%	40%	37%	32%	29%

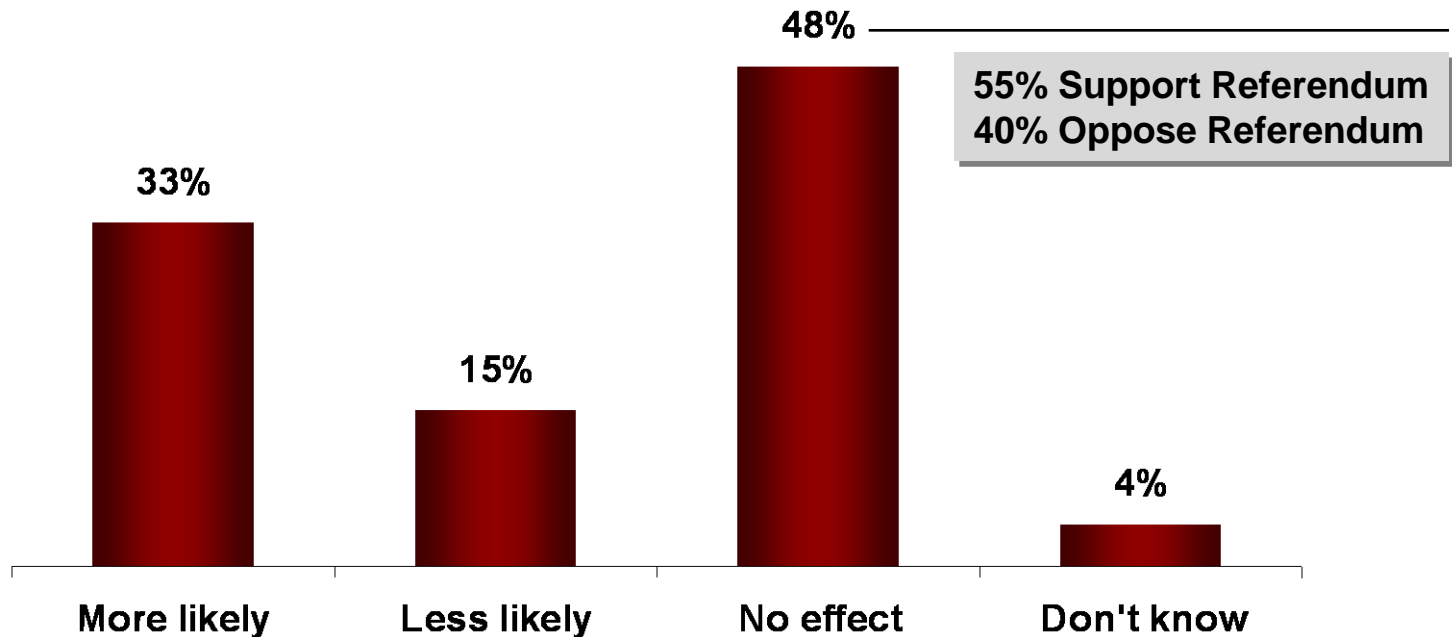
The strong levels of county-by-county support illustrate that metro Atlanta voters have bought into the idea of a regional solution.

Some people have proposed having a regional referendum in metro Atlanta to fund a specific list of transportation projects, including rail and bus service. Would you support or oppose a sales tax of one cent per dollar for the region, which would end after a specified time period unless renewed by voters in another election?

	DeKalb	Spalding	Clayton	Douglas	Fulton	Cobb
Support	62%	61%	60%	58%	57%	57%
Oppose	32%	32%	36%	36%	35%	37%
	Gwinnett	Atlanta	Cherokee	Rockdale	Henry	Fayette
Support	57%	56%	56%	56%	54%	50%
Oppose	38%	35%	38%	38%	41%	44%

Providing funding for MARTA expansion has only a limited impact on voters' support for a referendum...

If some of the money raised by a regional transportation referendum went to fund an expansion of MARTA, would that make you more likely or less likely to support the referendum, or does it have no effect on your support?



...an attitude that is consistent among the demographic subgroups...

If some of the money raised by a regional transportation referendum went to fund an expansion of MARTA, would that make you more likely or less likely to support the referendum, or does it have no effect on your support?

	Gender		Race			Age Group				Income Group			
	Men	Women	White	Af-Am	Other	18-34	35-49	50-64	65+	<\$30K	\$30K-\$50K	\$50K-\$100K	\$100K+
More likely	35%	32%	28%	39%	44%	37%	34%	33%	31%	34%	35%	32%	38%
Less likely	17%	14%	18%	10%	9%	13%	14%	16%	16%	13%	15%	15%	14%
No effect	46%	50%	49%	46%	46%	49%	50%	48%	47%	46%	46%	51%	46%

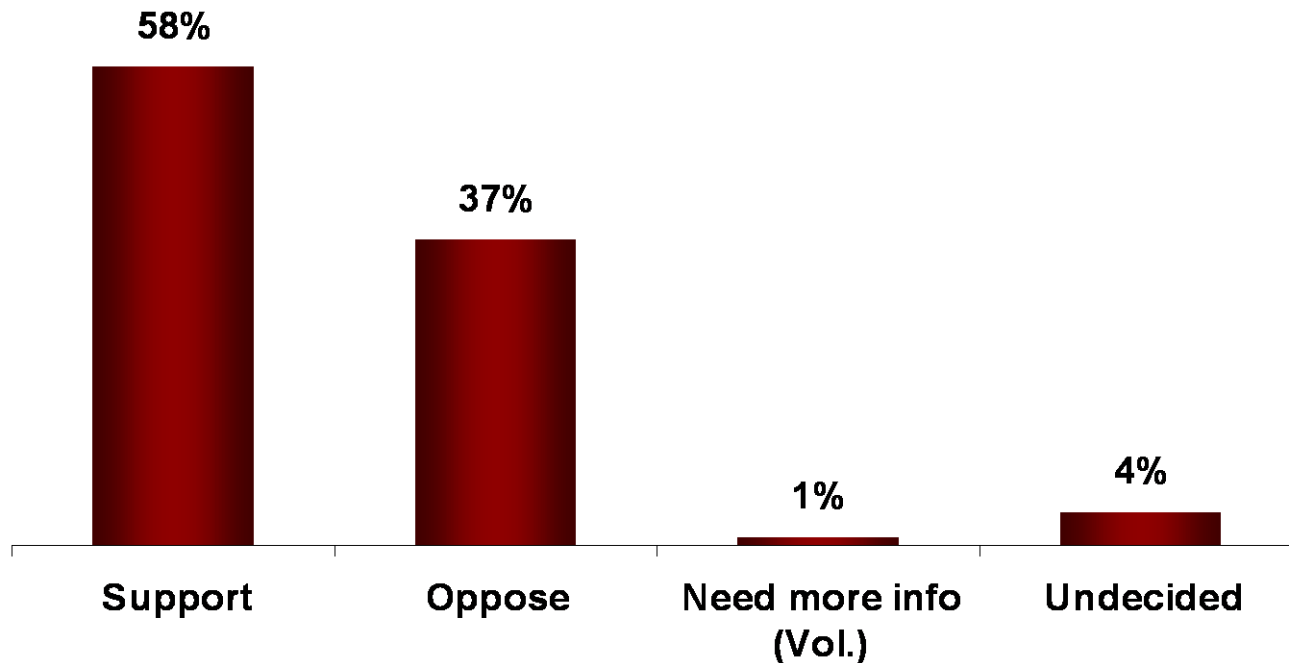
...and throughout the metro Atlanta region.

If some of the money raised by a regional transportation referendum went to fund an expansion of MARTA, would that make you more likely or less likely to support the referendum, or does it have no effect on your support?

	Atlanta	Fulton	DeKalb	Clayton	Gwinnett	Rockdale
More likely	40%	40%	38%	34%	31%	30%
Less likely	10%	11%	10%	14%	20%	16%
No effect	45%	47%	47%	49%	47%	50%
	Douglas	Cobb	Henry	Fayette	Cherokee	Spalding
More likely	30%	28%	26%	25%	25%	22%
Less likely	19%	18%	18%	18%	21%	14%
No effect	49%	49%	52%	55%	50%	61%

Voters also support raising local revenue for neighborhood transportation projects.

Do you support or oppose raising revenue in your local community that would fund specific transportation projects in your neighborhood, such as a circulator bus, or a shuttle that would connect to other regional public transportation systems?



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